



BRIGHT IDEAS

From Intention to Action: How Sunlight Helps Leaders Move Beyond Vision to Real Results

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John Morey leads Sunlight P&C, a division dedicated to advancing property and casualty innovation. With over 15 years of experience in product development, marketing, and business growth, he has a proven track record of delivering transformative results. John's leadership reflects Sunlight's commitment to helping insurers unlock long-term value in a fast-changing market.

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This article explains how insurers can turn transformation goals into real-world progress by moving from intention to action. It highlights Sunlight's three-phase approach—demonstration, sandbox, and proof of concept—as a practical framework that lets teams explore, test, and validate new ways of working. For CEOs, this approach offers a clear path to drive enterprise-wide alignment, moving transformation from a strategic vision to lived experience. The result is a tangible vision for change that leadership can champion—and teams can see, shape, and support.

Turning “Intention” Into “Action”

In our previous white paper, “Transformation Starts at the Top,” we outlined the mindset and leadership required to drive meaningful change across the insurance enterprise. But recognizing the need for transformation is only the beginning:

The next step is understanding how to turn intention into action.

At Sunlight, we work closely with insurers to bridge that gap. After establishing the need for change, this next step gives our future clients an experience that enables them to envision how a new business structure will work in their world.

Explore, Experience, Validate – Turning Intention into Action

To move from intention to action, we guide potential clients through three distinct phases:

Phase 1: Demonstration – “Exploring the Possibilities”

We start with three targeted demonstrations showcasing different lenses of the platform:

1. **Business User Experience:** Gives a live look at how front-line users engage with the platform: Navigating workflows, initiating processes, and accessing insights.
2. **Business Configuration Capabilities:** Demonstrates how non-technical users can easily configure and adapt the system to match evolving needs - without having to rely heavily on IT.
3. **Technical Architecture:** Walkthrough of the underlying structure of our solution. It solidly illustrates the scalability, integration capabilities, and long-term supportability of the system.

These sessions allow stakeholders at all levels to connect the capabilities of Sunlight's solution to the challenges and goals of their own organization.

Phase 2: Sandbox Environment – “Playing in the System; Experiencing the Change”

With curiosity sparked, we create a space to “play in the system.” A sandbox environment allows users to:

- Engage hands-on with the system.
- Model new workflows and policy structures.
- Visualize how core business processes could function differently.

This environment is not a sales demo; it's a discovery lab. It empowers teams to imagine a different way of operating, and to test-drive ideas without consequence.

Phase 3: Proof of Concept – “Validate the Vision with a Working Prototype”

In this final step, we tailor-build a functional slice of our future client's future system. It includes:

- A configured version of the system aligned to specific lines of business.
- A set of test policies and transactions that reflect real-life scenarios.
- A collaborative process that ensures users gain confidence in both the platform and the transformation process.

This proof-of-concept bridges strategy and execution. It validates that the desired change is both possible AND practical.

Outcome: A New Way of Thinking

These three phases go far beyond simply evaluating software. They are meant to challenge assumptions and expose teams to new ways of working. They are meant to unlock a vision for what's possible and to start turning “intention” into “action.”

Our future clients leave this experience with:

1. A clear understanding of what Sunlight can deliver.
2. A vision for how their business structure can evolve.
3. A renewed faith there is a software that can do what its clients do – and more!
4. Internal alignment to move forward with purpose.

Transformation begins with leadership; but it becomes real when teams can see, touch, and shape their future.

Sunlight is here to help you take that next step.

